

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan mendapatkan informasi tentang implementasi perilaku konsumen dalam keputusan pembelian *smartphone* iPhone pada kalangan mahasiswa STIESIA Surabaya.

Teknik pengambilan subyek penelitian atau informan yang digunakan adalah *purposive sampling*, dengan kriteria antara lain: informan memiliki produk *smartphone* iPhone minimal enam bulan lamanya, informan membeli *smartphone* dalam kondisi baru tidak dalam kondisi bekas, tipe *smartphone* iPhone yang dimiliki informan minimal iPhone 6. Jumlah informan yang dipilih sebanyak tujuh informan yang sesuai dengan kriteria yang telah ditentukan. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dokumentasi, serta teknik analisis data yang digunakan model Miles dan Huberman.

Berdasarkan hasil penelitian yang didapat dari informan, perilaku konsumen dalam proses keputusan pembelian iPhone dipengaruhi faktor internal yang meliputi: gaya hidup, pengalaman masa lalu, rasa suka, sedangkan faktor internal yang tidak mempengaruhi meliputi: usia, pendidikan, sifat atau kepribadian. Selain itu juga, diketahui bahwa perilaku konsumen dalam keputusan pembelian iPhone juga dipengaruhi faktor eksternal yaitu: budaya, teman, kualitas produk, dan desain produk, sedangkan faktor eksternal yang tidak mempengaruhi adalah keluarga.

**Kata kunci:** perilaku konsumen, keputusan pembelian.

## ABSTRACT

This research aimed to find out and examine the implementation of consumer behavior on the iPhone smartphone purchasing decision among STIESIA Surabaya students. The data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 7 samples of respondents.

While, the sample was the customers who used iPhone smartphone a minimum of six month. Besides, the product was in good condition and original wasn't a second hand product. Moreover, the type of iPhone smartphone should be at least iPhone 6. Furthermore, the instruments were observation, interview, and documentation. In addition, the data analysis techniques used Miles and Huberman models.

According to the research result, consumer behavior in the iPhone purchase decision was affected by some internal factors namely, lifestyle, past experience, and like or dislike. On the other hand, some internal factors which were not affected, i.e age, education, behavior or personality. Meanwhile, consumer behavior in iPhone purchasing decisions was also affected by external factors, namely culture, friends, product quality, and product design. On the other hand, family was the external factor which did not affect.

**Keyword:** consumer behavior, purchasing decision.



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